



# Library Services for Startups and Small Business

*Research Highlights and Bibliography produced by the Arizona State Library, Archives and Public Records, 2013*

## Information Needs of Small Business Owners

- Industry Outlook
- Demographics of targeted consumer market
- Competitive analysis: Identifying competition's strengths and weaknesses
- Licensing & regulatory information for your industry
- Locating suppliers and buyers
- Business leads: Where to find lists of potential customers/clients
- Avenues for marketing products or services
- Sample Business plans
- Sample Contracts
- Industry Profile, Industry Data, Statistics, Trends, Outlook
- Demographic details of consumer marketplace
- Legal information: (i.e. Patent and trademark process)
- Identifying news and trade journal articles in your industry

While serving the needs of the small business community, don't forget the information needs of:

- Municipal government officials
- Mayor or chief administrative officer
- Chamber of commerce
- Town planning and zoning commission
- Economic development groups or officers
- Economic development
- Town/ school/ business collaborative



## Professional Literature: Selective Bibliography

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